

THE PERFECT EXHIBITION BRIEF

Getting the brief right is the most critical part of any exhibition project.

No matter where in the world you exhibit or which industry you're in, it's important that you understand what you need out of your booth to make the show a success.



THE BASICS

SHOW NAME

SHOW DATE

LOCATION

STAND/HALL
NUMBER

STAND SIZE

PROPOSAL
DEADLINE

IDEAL BUILD
HEIGHT

We ideally ask for 2-3 weeks depending on the size of the booth.

FILES TO ATTACH WITH BRIEF

FLOOR PLAN SHOWING YOUR SPACE

BRANDING Provide logos, images, colour schemes & corporate guidelines if you have these.

BUILD REGULATIONS (from previous years if this years isn't available)

IMAGES OF PAST BOOTHS

MOOD BOARD feel free to send over examples of stands you like, this can help designers understand your vision.

WHY TENDERING?

PRICE

DESIGN

SERVICE

FIRST TIME EXHIBITOR

PART OF ANNUAL
TENDER PROCESS?

OTHER?

VISITOR DEMOGRAPHICS

Who is the main visitor demographic at the show?

COMPETITORS

Who are your top 3 competitors?

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WHO YOU ARE? (40-80 WORDS) Provide a brief introduction into your company, what you do and what you are selling.

WHAT ARE YOUR TOP THREE SHOW OBJECTIVES?

You need to identify the reasons why you are going to the exhibition and what you want to get out of it. Your objectives become the foundations for the whole exhibition process, examples of exhibition objectives below:

- Find new leads
- Create brand awareness
- Client meetings
- Cross-sell or up-sell to existing customers
- Aid customer retention
- Launch a new product(s)
- Data capture

ONE

TWO

THREE

LOOK & FEEL

NEUTRAL	COSY	VIBRANT	OTHER?
INNOVATIVE	FUNKY	THEMED	
SUSTAINABLE	FUN/ PLAYFUL	BRIGHT	

OPENNESS

AS OPEN AS POSSIBLE	CLOSED & ONLY ONE POINT OF ENTRY TO THE BOOTH
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REUSE BOOTH AT FUTURE SHOWS?

YES	IF YES, List other shows for reuse /size/year/venue
NO	



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PAST EVENT EXPERIENCE/FEEDBACK

Give an account of any past experiences from exhibitions. What went well, what didn't? Common feedback here is "we prefer one type of flooring over another, we like our booth to be 4m high, we don't like video walls too low because they are bright etc.



BUDGET (excluding site services i.e. power, water, rigging)

Budgets are the foundation of any good exhibition brief. They help to focus the designer and ensure that you receive options that are within budget and hit the brief straight away. And don't forget to add a contingency - there is almost always a last-minute coffee machine or plant whilst on site - so make sure you have these covered.

BUDGET (excluding site/floor space)
EUROS/ GBP/ USD

FEATURES

Now, what do you want on your booth, this is anything from a private meeting room to a coffee machine. Below is a list of features to consider.

SINGLE OR MULTI LEVEL?

DOUBLE DECK

SINGLE DECK

MEETING ROOMS (PRIVATE)

How many rooms do you need and how many people should each room seat? Mention any seating preferences here e.g. soft seating, regular chairs etc.

MEETING AREAS (SEMI PRIVATE)

How many semi private meeting areas do you need and how many people should each area accommodate? Mention any seating preferences here e.g. soft seating, regular chairs etc.

OPEN SEATING QUANTITY & FURNITURE Preference on seating? Sofas? Bar tables/stools? Regular tables/chairs and approx. qty required in the open area.

SEMINAR AREA?

YES **NO** **SCREEN?** **TO SEAT** How many people will you need to seat in this area?

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FLOORING Carpet, vinyl or wood or a mix? Zoned? Any preference in terms of colour?



SERVICES

WOULD YOU LIKE A SINK?		Running water?		Or somewhere to pour liquids? (not plumbed in)	
YES	NO	YES	NO	YES	NO

WI-FI		PLANTS		CLEANING	
YES	NO	YES	NO	YES	NO

RIGGING		
Would you like an overhead banner?		If yes, please give information about your ideal overhead banner or other feature to be rigged
YES	NO	

LIGHTING		
BRIGHT WHITE	WARM	COLOURED
Notes regarding lighting		

RECEPTION DESK		Ideal location and any other information
YES	NO	

HOSPITALITY COUNTER?		Ideal location and any other information – undercounter fridge? Coffee machine? Sink?
YES	NO	

CATERING		Please give any specific details relating to catering
YES	NO	

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BACK OFFICE REQUIREMENTS

STORE ROOM	KITCHEN			COMBINED STORE & KITCHEN			
	STORE	KITCHEN	COMBINED		STORE	KITCHEN	COMBINED
SHELVING				CLOCK			
CUPBOARD				FAN			
TALL FRIDGE				COFFEE MACHINE (nespresso style)			
SMALL FRIDGE				COFFEE MACHINE (commercial grade)			
DISHWASHER				STORAGE OF GLASS-WARE / PLATES OTHER?			
COAT HOOKS				OVENS, MICROWAVE?			
Other requirements /information?							

AUDIO VISUAL

VIDEO WALL?		
YES	NO	Other requirements /information?
SCREENS?		
YES	NO	Other requirements /information?
IPADS?		
YES	NO	Other requirements /information?

OTHER INFORMATION/REQUIREMENTS

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STAND ATTRACTIONS

GIVEAWAYS

Games/gamification? Magicians? Giveaways? Stand parties (time of these and more detail) Include any details below.

DEMO AREAS?

What will you be demo'ing?

YES NO

Do you require demo counters?

Location

Quantity

Size

YES NO

Details

PRODUCT DISPLAY?

What products will be on display? Ideal location? On shelving, Plinths, Slat wall, mounted to the wall, refrigerated display cases? etc? For product heavy booths, please attach a guide planogram showing space needed for these.

YES NO

QUESTIONS?

You probably have a million and 1 questions so please ask them, the designers want to see your vision and they will have great advice for you.

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YOUR DESIGN CHECKLIST

Make sure your design does everything it needs to do.

Once you receive your design back make sure that it does everything that it should do with this handy checklist:

- Does it answer brief? Check the brief sent
- Does the front face towards the main traffic?
- Is your signage visible from across the hall where possible?
- Is the booth sufficiently lit? How does light reach the main booth?
- Is all space maximised? No dead space?
- Do you have ample graphic areas?
- Have you credit checked your supplier? companysearchmadesimple.com
- Have you called your exhibition suppliers and spoken with them?
Or met via Zoom or face to face? Do you feel confident in their abilities?